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### COVER STORY

#### 16 Oh the places you'll UNESCO

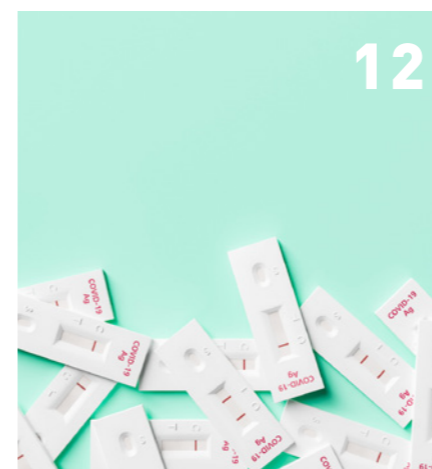
*A place on the UNESCO World Heritage List has long been a coveted honour, driving tourism and economic growth to those destinations. But the global politics of gaining and maintaining the prestigious title, are far more complicated than meets the eye. Myles Stedman explains.*

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# From the publisher

Bruce Piper



IT DIDN'T happen overnight, but it did happen. After what seemed to be a never ending struggle to get our political leaders to see sense when it came to the recommencement of international cruising, the decision by Health Minister Greg Hunt to relinquish the extraordinary powers he has been able to exercise through the pandemic could not have come a moment sooner.

The lifting of the Biosecurity Emergency Determination when it expires on 17 April will also have the highly desired effect of eliminating any need for COVID-19 testing of inbound passengers, and has come with the endorsement of the all-powerful medical advice from the Australian Health Protection Principal Committee (AHPPC).

Now hopefully the travel and tourism sector can begin to heal, with us all continuing to lick our wounds after more than two years of feeling particularly singled out in terms of the impact of COVID-19 on our lives.

Ironically, just as the restrictions are lifting and activity resumes, travel agents and tour arrangement service providers have been granted what would have been an

even more valuable lifeline several months ago, in the form of a third tranche of the COVID-19 Consumer Travel Support Program (CTSP). After damning testimony in a Senate Committee from an Austrade official who claimed the full \$258 million allocation under the first two rounds of the program had "simply not been needed," the Government seems to have been backed into a corner on this issue, and the outcome is a great credit to our industry leaders, particularly AFTA which uncovered the telling Parliamentary testimony.

So where to from here? There's no doubt COVID-19 has irrevocably changed the industry. But not all change is bad, and one element that I believe is an improvement is a growing acceptance among both clients and travel agents themselves that it's worth paying for the advice, expertise and experience that a professional advisor can offer.

Commission cuts by airlines seem to be accompanied by a similar rise in complaints about call centre wait times, which can only further reinforce the value a travel agent adds to the trip booking process.

staff have now transitioned to the new ownership, the move did not include Helloworld Corporate's Chief Commercial Officer, Andre Moten, who has been named as the new General Manager of Helloworld Business Travel.

CTM said the integration of the new acquisitions would commence immediately, adding that the deal "positions CTM as the travel management provider for more than a quarter of ASX 200 listed companies and further expands its service and technology offering in the government and education sectors".

## Qantas green target

QANTAS Group last month laid out an ambitious plan to reduce its carbon emissions by 25% over the next seven years, and reiterated aspirations to be a net zero emitter by 2050. CEO Alan Joyce said the move was recognition that having a clear plan to decarbonise Qantas and Jetstar was "absolutely key to our future".

The overall Qantas Group Climate Action Plan includes a partnership with ANZ and INPEX for an integrated reforestation and carbon farming project in Western Australia, seeing marginal land replanted with sustainable, drought-resistant native plants to improve the environment and generate carbon credits. Targets for the use of Sustainable Aviation Fuel, offsets and waste reduction are also key to the plan, with Joyce saying the initiative "makes sustainability a key pillar of

“  
The acquisition [of Helloworld Corporate] positions CTM as the travel management provider for more than a quarter of ASX 200 listed companies and further expands its service and technology offering in the government and education sectors.”

”  
Jamie Pherous,  
Corporate Travel  
Management MD.

## NEW JOURNEY BEYOND HEIGHTS



EARLY last month the team from Journey Beyond showcased their newest attraction to industry partners, taking them to the 89th floor of Melbourne's Eureka Tower for a special degustation dinner

The sky-high experience also included a session in the immersive Voyager Theatre virtual reality pods, which is set to become an unmissable must-do for any visitors to the Victorian capital.

Guests were also treated to pre-dinner drinks and sweeping vistas from the Melbourne Skydeck as well as experiences including The Plank and The Edge.

Pictured enjoying the view are Michelle Mickan, Abercrombie & Kent; Craig Farrell from Ponant; Sarah Lock from Visit Victoria; and Journey Beyond Chief Commercial Officer Peter Egglestone.

decision making across all areas of the business".

## Commission cuts continue

THE ongoing push to reduce travel agent base remuneration on international airfares continued last month, with additional carriers including Etihad, Thai Airways International and British Airways all confirming their intention to cut commission.

They join Qantas, Cathay

Pacific, Singapore Airlines, Hawaiian Airlines, American Airlines and Emirates in reducing or eliminating base pay for resellers, meaning at this stage almost all of the top operators into Australia have cut commission for Australian agents apart from Qatar Airways and Air NZ.

EY is paying 1% on economy fares from 01 Jul and 2% on premium classes, while TG's flip-flopping move will see it eliminate base commission,

Continues over page

## IN BRIEF

### CTM takes HLO Corporate

HELLOWORLD Travel has now banked \$100 million in cash as part of the sale of its corporate operations to Corporate Travel Management, which saw HLO divest itself of QBT, TravelEdge, Show Travel, APX and Atlas Travel. The deal also included 3,571,429 CTM shares, which were valued at \$21 each for the purposes of the \$75 million scrip

component of the deal - but are actually worth about \$10 million more now at the current CTM share price of around \$23.70.

The deal means Helloworld's remaining assets are heavily focused on the outbound and inbound leisure markets - but as CEO Andrew Burnes pointed out, the company's new 2.5% stake in CTM will also see it continue to benefit from growth in business travel. While most of Helloworld Corporate's

Continues from previous page

a year after it reintroduced a 3% payment on all fares. British Airways will also move on 01 Jul, cutting its commission by 80% from the current 5% to just 1%.

## CTSP Round Three now open

THE Federal Government has allocated the remainder of the previously announced \$258 million COVID-19 Consumer Travel Support Program (CTSP), with a \$75.5 million third round of the grants program now open for applications from travel agents and tour arrangement service providers.

The move came in a huge month for the industry, which jubilantly celebrated when Health Minister Greg Hunt confirmed he would not renew the Biosecurity Emergency Determination beyond its current expiry

date of 17 April. Tourism Minister Dan Tehan said the “third and final” round of the grants scheme would help businesses ‘meet ongoing costs of running outlets, continue to process rebookings and provide high-quality customer service to their customers’. He confirmed that the first two rounds of the CTSP had seen payments of \$184 million, with 5,455 grants issued to about 3,233 travel and tour businesses.

## NZ travel is back!

FULLY vaccinated Australians will be able to take holidays in New Zealand from later this month, after the country’s Prime Minister Jacinda Ardern brought forward a previous July reopening plan after evaluating low hospitalisation rates from the Omicron variant of COVID-19. The move has been universally hailed by

“ This targeted program will support travel agents and tour arrangement service providers to meet ongoing costs of running outlets, continue to process rebookings and provide high quality customer service.”

”  
Tourism Minister Dan Tehan

the beleaguered NZ travel sector, which had previously been advised that a general reopening would not happen until some time in October.

The accelerated plan will also see travellers from key countries with NZ visa waiver agreements such as the US and UK able to enter from 01 May.

## Flight Centre shuffles its top deck

JAMES Kavanagh has been promoted to Flight Centre’s Global Leisure CEO, in a restructure which will see Melanie Waters-Ryan focus on supplier relationships and the company’s new majority ownership of Dubai-based aviation technology provider TP Connects.

Chris Galanty continues as FCTG’s Global Corporate CEO, with all three senior leaders reporting directly to the company’s Managing director, Graham Turner.

## DATA ROOM

### MAIN DOMESTIC ROUTES

Top 10 domestic city pairs, January 2022

City pair	Passengers YE Jan 21 (000)	Passengers YE Jan 22 (000)	% change
Melbourne-Sydney	1,540.4	2,388.6	+55.1
Brisbane-Sydney	944.1	1,206.6	+27.8
Brisbane-Cairns	692.9	1,005.6	45.1
Gold Coast-Sydney	...	886.0	+18.5
Brisbane-Melbourne	715.9	848.2	+18.5
Gold Coast-Melbourne	443.2	820.5	+85.1
Brisbane-Townsville	480.3	686.4	+42.9
Adelaide-Melbourne	486.2	656.0	+34.9
Adelaide-Sydney	446.7	576.0	+29.0
Brisbane-Mackay	367.2	536.7	+46.2
ALL CITY PAIRS	15,998.7	24,424.0	+52.7

Source: BITRE

### VISITOR ARRIVALS

Top 10 destinations, January 2022

Country of residence	Jan 2020	Jan 2021	Jan 2022	change - original Dec 21/ Jan 22
UK	72,100	740	9,320	-3,120
India	24,450	300	6,390	-1,130
USA	70,550	890	4,760	-2,630
Singapore	19,420	350	3,030	-6,150
China	156,610	380	2,600	-150
New Zealand	97,060	1,580	2,180	-1,620
Canada	18,280	150	1,570	-120
France	12,810	170	1,490	70
Korea, South	29,440	60	1,350	80
Germany	18,510	120	1,250	-340
All visitors arrivals	766,590	7,990	53,880	-19,170

Source: ABS

### RESIDENT RETURNS

Top 10 destinations, January 2022

Country of stay	Jan 2020	Jan 2021	Jan 2022	change - original Dec 21/ Jan 22
Fiji	36,150	60	20,390	12,320
USA	112,280	810	20,010	13,380
India	88,390	960	17,710	13,350
UK	82,470	930	16,090	10,480
Singapore	50,210	460	6,090	3,330
Thailand	54,370	120	6,080	4,460
Pakistan	9,350	300	5,240	4,020
Canada	32,230	180	4,610	3,800
Unit Arab Emir	7,920	190	4,020	2,270
Sri Lanka	16,440	70	3,600	2,520
All resident returns	1,397,420	11,350	151,480	+98,730

Source: ABS

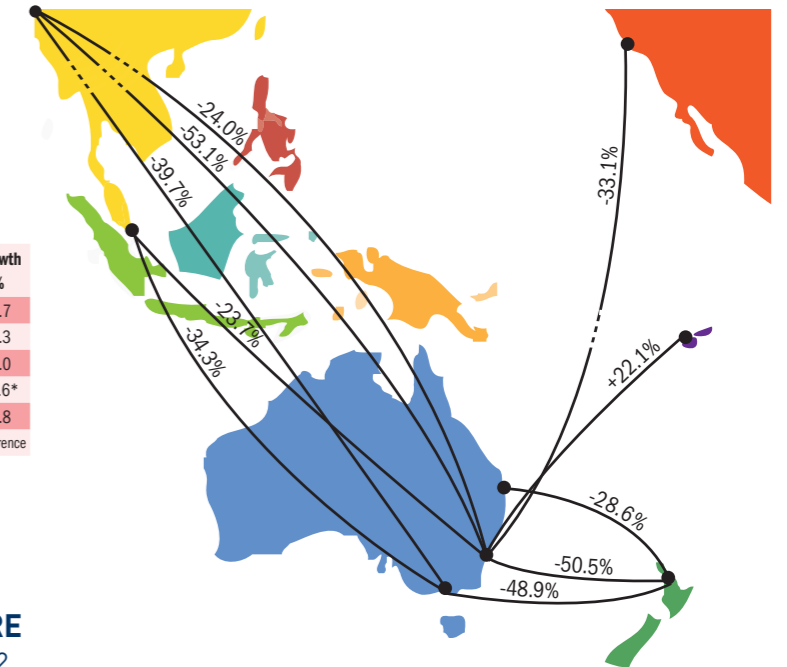
### DOMESTIC AIR MARKET

January 2022

	Jan 21	Jan 22	Growth %	Year end Jan 21	Year end Jan 22	Growth %
Total pax carried	1.65m	2.55m	+54.8	16.0m	24.42m	+52.7
Revenue pax km (RPK)	2.03bn	2.75bn	+35.6	18.28bn	28.02bn	+53.3
Available seat kms (ASK)	3.38bn	4.64bn	+37.0	28.87bn	46.18bn	+60.0
Load factor (%)	59.9	59.3	-0.6*	63.3	60.7	-2.6*
Aircraft trips (000)	25.9	36.8	+41.6	258.3	373.9	+44.8

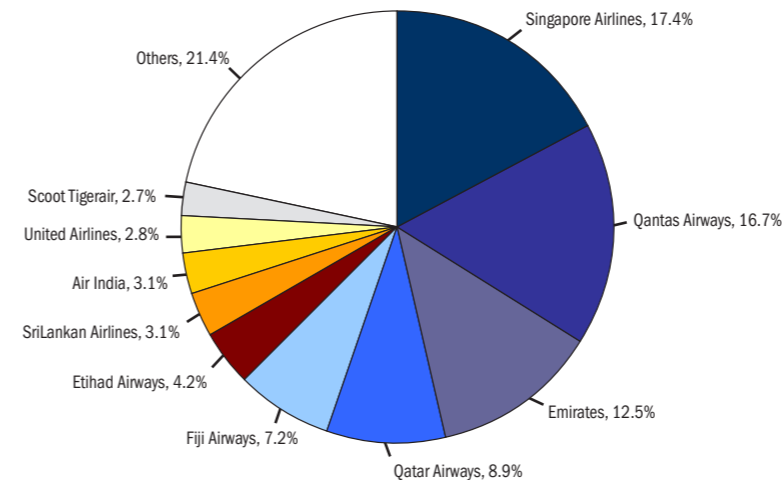
\*Percentage points difference

Source: BITRE



### INTERNATIONAL AIR MARKET SHARE

Share of passengers carried – January 2022



Source: BITRE

### INTERNATIONAL AIR ROUTES

Top 10 city pairs, year end January 2022

City pair	Passengers YE Jan 21	Passengers YE Jan 22	% of total	% change 22/21
Singapore-Sydney	189,518	144,639	7.5%	-23.7%
Auckland-Sydney	238,901	118,186	6.1%	-50.5%
Singapore-Melbourne	176,075	115,599	6.0%	-34.3%
Auckland-Brisbane	133,972	95,660	5.0%	-28.6%
Auckland-Melbourn	178,804	91,353	4.7%	-48.9%
Dubai-Sydney	116,945	88,879	4.6%	-24.0%
Los Angeles-Sydney	130,466	87,244	4.5%	-33.1%
Doha-Sydney	140,461	65,817	3.4%	-53.1%
Nadi-Sydney	50,582	61,744	3.2%	+22.1%
Dubai-Melbourne	96,920	58,463	3.0%	-39.7%
Top 10 City Pairs	1,452,644	927,584	48.0%	-36.1%
Other City Pairs	3,762,981	1,003,148	52.0%	-73.3%
ALL CITY PAIRS	5,215,625	1,930,732	100%	-63.0%

Source: BITRE

## Travel Daily HEADLINES

- 01 Mar** Ministers told of travel crisis
- 02 Mar** Unpaid grants worth \$74m
- 02 Mar** WA says “welcome back”
- 03 Mar** Etihad slashes commission
- 04 Mar** New TTC touring structure
- 07 Mar** Carnival flags its return
- 08 Mar** QF takes more Embraers
- 14 Mar** Qantas relaunches A380 First Class
- 15 Mar** Cruising is back on baby!
- 15 Mar** Qantas overhauls rewards

- 16 Mar** NZ reopens to Australian tourists 12 Apr
- 18 Mar** Qld confirms cruise restart
- 19 Mar** \$75.5m more for survival
- 24 Mar** Club Med overhauls loyalty
- 25 Mar** Pre-flight testing to go
- 27 Mar** Qantas boosts US flights
- 28 Mar** Flight Centre restructures senior leadership
- 29 Mar** Fed Budget promises \$146.5m
- 30 Mar** Air NZ announces \$2.2bn raising
- 31 Mar** Thai Airways commission backflip

## TTC cleans house and reorders brands

THE start of last month saw The Travel Corporation (TTC) bring together its touring brands under the more streamlined TTC Tour Brands umbrella, a move the company believes will make it easier for the trade to do business with each of its individual brands.

The restructure will see the newly formed banner become a single source for sales, marketing and operations across the Trafalgar, Insight Vacations, Luxury Gold and Contiki brands, with additional benefits, according to the division's newly appointed CEO Gavin Tollman, being less ambiguity for TTC in the marketplace.

In addition to a simpler brand structure, TTC has also been busy moving the chess pieces of its executive team, with Contiki CMO Toni Ambler appointed to lead the TTC Tour Brands portfolio across both Australia and New Zealand, while Insight Vacations MD Ulla Hefel Bohler has become Chief Operating Officer of the new division, Dee Marrocco takes on the Chief Marketing Officer role and Duncan Robertson has been charged with being the Chief Digital Officer.

Only weeks later, TTC unveiled more leadership changes, decisions which saw long-time Insight Vacations and Luxury Gold Head of Sales David Farrar and Insight MD Karen Deveson both part ways with the company. Meanwhile Andrew Young was appointed GM of Sales, leading a team of 12, while Tomas Malmberg became TTC Tour Brands' new National Manager for Key Accounts and Development.

Anna Neville was also revealed to be the new leader of TTC's newly formed "marketing centre of excellence".



## AFTA VIEW

Dean Long, Chief Executive Officer,  
Australian Federation of Travel Agents

SIX months into the role for me and what a six months it's been! Sir Richard Branson once said "there are no quick wins in business - it takes years to become an overnight success". That's so true. As I said when I started, the work of AFTA and the greater sector has and will continue to be envy of the travel and tourism industry.

We should be proud of what we have achieved. Getting the cut through yet again to be heard at the most senior of political levels is no easy feat. It didn't just happen. We have continued to get results together because of a sustained effort which AFTA is proud to have led over two years.

This outcome is because right across the sector we have pulled together with a unified voice. AFTA has sustained the campaign with ongoing and intense lobbying, active engagement in the political wheels via joining the major parties' corporate programs, being in Canberra and donating to those who have supported our sector.

The release of the outstanding \$75.5 million approved as part of the Consumer Travel Support Program was a hard fought win and everyone who contacted their local MP and other decision makers can and should take pride in our success.

While not all of AFTA's recommended criteria changes were accepted (and not for want of trying), this was a big win in the maelstrom of a what is already essentially an election campaign.

We are continuing to push for the help our sector deserves as one of Australia's most significant economic drivers. As per our pre-Budget ask, this includes support from the incoming Government in rebuilding skills and workforce. As demand recovers, this will become the most pressing challenge every travel business will have in the next six months.

Parallel to this, AFTA continues with our formal review including the current focus on ATAS - a critical activity that will ensure the scheme continues to give consumers and businesses confidence to book. The Board is determined to make sure our formal frameworks and this organisation are exactly where we need to be to keep serving our members and this sector.



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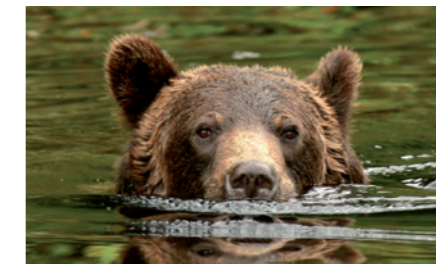
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## TRAVEL SCORES SURPRISE WIN

IN A rare turn of good news for the travel industry, Federal Tourism Minister Dan Tehan confirmed last month that the Federal Government would be releasing the remainder of its \$258 million COVID-19 Consumer Travel Support Program.

The decision followed an anxious period of campaigning from stakeholders as the government showed a continued reluctance to release the remaining funds, however it appears intense lobbying on behalf of the travel sector helped cajole the government to release the remaining \$75.5 million.

The window to apply will end on 20 April, with applications to access the support to be allocated in the range of \$7,500 to \$90,000 for eligible travel agents and tour service providers, who Tehan noted “continue to support travel consumers to rebook their travel plans using COVID-related credits.”

However, the news wasn't all smooth sailing, with caveats on applying put in place that will restrict access only to those who received a payment in CTSP round two or a round two multi-outlet payment, leaving those who weren't eligible or did not apply for the second round out in the cold with regards to the latest third tranche of support funding.

“AFTA is lobbying to ensure all of those travel businesses that have continued to operate supporting Australians and maintained their ATAS Accreditation do not fall through the cracks”

Dean Long,  
CEO, AFTA

Grants will be provided based on the eligible turnover and reference period previously calculated under round two and there will also be a new stream for eligible businesses which commenced operations in the calendar year 2019 and achieved a pro-rata business turnover of between \$50,000 and \$20 million during that year.

While he welcomed the decision to release the remaining funds, AFTA CEO Dean Long said the industry body would continue to fight to ensure as many businesses as possible will benefit from the announcement and that the battle for further support was far from over.

“AFTA is lobbying to ensure all of those travel businesses that have continued to operate supporting Australians and maintained their ATAS Accreditation do not fall through the cracks,” Long said.

“We must also not lose focus on the remaining elements of our pre-Budget submission. This submission and policy paper details the need for Federal Government support for a Travel Sector Skills Retention and Recovery Package, including \$100 million to retain and re-engage travel professionals to address the loss of the 15,000 skilled individuals due to COVID,” he added.



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## PRE-TESTING GONE

FROM the 17th of this month, the Federal Government will no longer require inbound travellers to Australia to show a pre-departure negative result for COVID-19, the latest in a series of health protocols being rolled back in the aftermath of the pandemic.

Federal Health Minister Greg Hunt made the announcement last month, along with the cessation of the Biosecurity Emergency Determination relating to COVID-19 for Australia, declaring the moves were in line with the latest

advice from the Chief Medical Officer as Australia continues to transition from a heightened state of alert to learning to live with the disease.

Hunt made the point that pre-departure tests, a logistical and financial burden for inbound travellers, made little sense when the rate of vaccination among Aussies is so high and that mask requirements, for the moment at least, remain in place.

The pre-departure tests have been in place since the start of 2021 and are viewed by the

Federal Government as one of the key measures it took to protect Australia from the worst of the virus. Initially, travellers were required to provide health authorities with a negative PCR test result within 72 hours of departure, which ultimately changed to a Rapid Antigen Test as it sought to speed up processing at the border.

“We thank Australians for their resilience, their cooperation, and their understanding in following the medical advice which has kept us safe,” Hunt said upon making the decision.



## Qatar backs Brisbane

IT'S a bird, it's a plane, no it's, well yes, it is a plane but for the Aussie travel industry the increased air activity in recent months has certainly been a welcome sight for sore and lonely eyes. Among the positivity was news last month that Qatar Airways has started flying daily to Brisbane from Doha.

The decision by the carrier was made on the back of a Memorandum of Understanding signed between

Australia and Qatar, which allows the airline a larger seat capacity on routes between the Qatari capital and the cities of Sydney, Melbourne, Perth and Brisbane.

Under the agreement, Qatar Airlines can now fly up to 21 weekly services, with Brisbane seeing a significant ramp up in services and the recruitment of local sales staff to support the expansion in the Sunshine State.

## AWT MAKES CLEAN START

ADVENTURE World Travel (AWT) refreshed its logo and brand charter last month in a bid to make clearer its over arching objective of being an operator that “travels with purpose”.



The Travel Corporation (TTC) owned brand repositioning is designed to communicate a “bold statement” about its emergence from two years of no international travel, and to highlight its commitment to sustainably-led travel, notably through its partnership with TTC’s The TreadRight Foundation.

TTC Chairman Brett Tollman told *travelBulletin* that Adventure World Travel and The TreadRight Foundation have “the strongest of synergies”, and that Adventure World’s rebrand is further testament to their shared eco principles.

Accompanying the new AWT emblem featuring “earthier tones”, is a new charter that details its mission to operate responsibly in destinations and criteria by which it will judge its future progress, which includes criteria measuring ethical standards across animal welfare, preserving marine environments, supporting the local economy of its destinations, and caring for the natural environment.

“Our intention is to have an open and honest dialogue with our agents and travellers by articulating our proven credentials on sustainable travel practices but to also call out where we aim to improve,” AWT’s MD Neil Rodgers said.



## CATO VIEW

Brett Jardine, Managing Director, Council of Australian Tour Operators

### CATO MEMBER STRATEGIC INPUT

AS CONSUMER sentiment towards travel continues to gain momentum with an increase in confidence, our members are experiencing more interest and enquiry for international travel in 2022 and beyond.

Destinations around the world are now reopening to tourism with decreasing restrictions, which is providing more clarity and confidence to our industry.

We welcome the timely news of additional Government funding to support the industry, which will allow many businesses to invest in resources as they rebuild to meet the pent-up demand.

A strong Australian based network of agents and suppliers will result in consumers being able to travel safely overseas and with confidence.

To capitalise on this demand and as part of CATO’s annual strategic planning, we recently conducted a series of member focus groups in Sydney (1 March), Brisbane (9 March) and Melbourne (15 March).

The goal of these focus groups was to acknowledge that with the everchanging environment we find ourselves in, it’s important to receive input from our members, to ensure we are providing the best possible support and focusing our efforts in a strategic manner so our members gain maximum benefit from their CATO membership in the coming 12 months.

As an industry body we strive to keep abreast of global trends and what is needed in this new era of travel.

These efforts extend to being closely connected to our members with support as they adapt and reinvent their businesses.

The CATO Board will hold a formal strategy day on 12 April to review its current activity and update future plans for the short and medium term.

An important component of the Board Strategy Day will be to evaluate member feedback from the focus groups and determine how this influences our strategy, activity, and communications over the coming 12 months.



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## MENTAL HEALTH SPOTLIGHT

### CREATING A MENTALLY HEALTHY BUSINESS

By Tim Hoopmann

AS A Beyond Blue speaker and small business owner, I'm often asked how to maintain and protect the mental health of your small business. In looking after the mental health of your business you need to use every tool, technique and support available to look after yourself, your team, your suppliers and your customers.

Easy to say. But how do you do it?

#### SMALL BUSINESS IS DIFFERENT

FIRST, it's important to understand the common mental health characteristics particular to small business as opposed to larger corporate organisations.

You must be "on", all the time. As a business owner you have no choice but to take total responsibility for every aspect of your business - from sales and marketing through cashflow, financial management, people, and operations, to ATO compliance.

That massive burden often breeds a deep loss of control - the very opposite of what you hungered for when you established your own business! Bearing down on you every day, that sense of helplessness makes it so much harder to value yourself and your business.

As a business owner you must value and look after yourself first. It's the only way you can lead from the front.

#### VALUE YOURSELF

THERE are things you can do to regain control.

Take the pressure off by creating clear responsibilities for everyone in your team. This simple measure frees your organisation to be its best. It empowers your people, who will return the favour in spades.

Regular out-of-office breaks are very important to a mentally healthy business culture. Take off a Friday and escape for a long weekend. I always plan my next holiday before I finish my current one. It gives me a focus for the next time I will be taking a break from business.

You should also set boundaries for you and your team. Simple things like only reading and replying to emails at certain times. Try this: no emails to clients before 8.30am and after 6pm. Make this clear up front to clients so you set expectations. Include it in your letter of engagement. It's often difficult at first to discipline oneself, but it's wonderful when it starts to become business-as-usual. Your customers soon appreciate it as much as you!

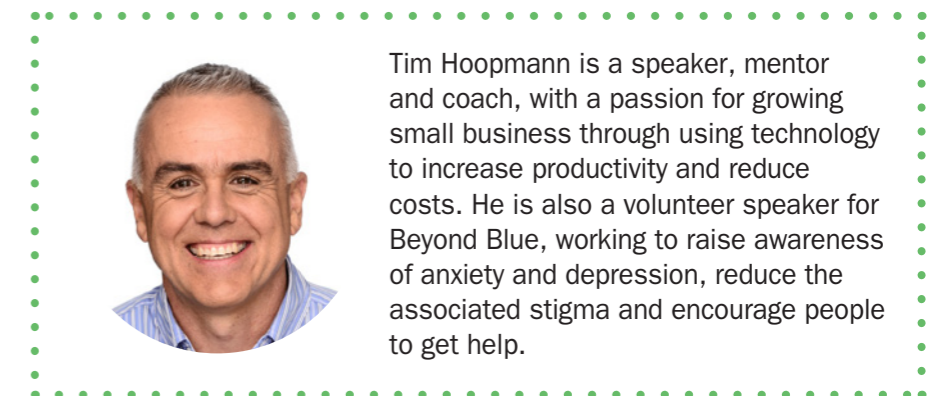
Finding your happy place is likewise critical. The beach is my happy place. Just me, the ocean and some quiet time. It really sets up my day for success. It gives me energy and starts the day positively.

I also recommend connecting to your community both socially and to benefit others. For me, it's volunteering and speaking for Beyond Blue. Giving back is very good for the soul.

#### REACH OUT!

FINALLY - this is important - be ready to reach out for help whenever you need it. Help is available and there are some amazing resources to support small business and their leaders. Here are some sources I find useful:

- Beyondblue HEADS UP resources for small business include actions you can prepare for and plan as a small business owner, including how to look after your staff and prepare your business;
- The EVERYMIND AHEAD FOR BUSINESS online program is targeted at actions small business owners can do to look after themselves;
- Other free services including BEYOND BLUE NEW ACCESS FOR SMALL BUSINESS - A great service aimed directly at small business owners who need support.



Tim Hoopmann is a speaker, mentor and coach, with a passion for growing small business through using technology to increase productivity and reduce costs. He is also a volunteer speaker for Beyond Blue, working to raise awareness of anxiety and depression, reduce the associated stigma and encourage people to get help.



# OH THE PLACES YOU'LL UNESCO...

The phrase 'World Heritage Site' evokes a simple realisation of what seems to just belong – a destination around the world, and the diamond-encrusted honour of being one of the best examples of “cultural, historical, scientific” significance on earth. However, as the world’s tourism economy expands and contracts, the economic meaning of these destinations takes on a far greater importance to their sphere of influence than just a title. MYLES STEDMAN explains.

**U**NESCO World Heritage Sites can be as wide-ranging and vague as 'Rome' or 'the Banks of the Seine', to far more specific examples, such as the Tower of London and the Statue of Liberty. Some sites, such as Vienna's Schonbrunn Palace, generate greater exposure and a greater windfall for their destination through their listing. Others, such as 'the works of Anton Gaudi', includes famous sites such as Park Guell in Barcelona, as well as lesser-known places, such as Casa Mila, which therefore receive greater exposure through association. Either way, a site's listing is big business; they generate significant economic interest for a country via tourism.

Some World Heritage sites will receive visitation purely through a combination of their listing and the Googling skills of nearby tourists; others are some of the most recognisable points on the globe, and as Collette Head of Marketing James Hewlett points out, are set to cash in post-pandemic from hungry, bucket list-quenching travellers. “People absolutely have their particular list of UNESCO World Heritage Sites,” he told *travelBulletin*. “In our select program of over 180 tours, we've got over 250 UNESCO World Heritage Sites... The number of sites that have been designated has grown rapidly over the years, and there are people who want to target a particular UNESCO site”.

A woman who is perhaps as acutely aware of this as any





Visitors to Purnululu can see the natural beauty of the Bungle Bungle range up close ©Tourism Western Australia

“...since its tourism development in the early 1980s, and its listing as the first, and still only, World Heritage Site in the Kimberley, both domestic and international awareness of Purnululu continued to grow...”

”

is Ebony Murison, Operations Manager for the Bungle Bungle Savannah Lodge, located near Purnululu National Park, which is home to the Bungle Bungle Range – one of the most-targeted World Heritage sites in Australia. The Bungle Bungle Savannah Lodge operates accommodation, as well as flights and tours. Murison explained to *travelBulletin* that, since its tourism development in the early 1980s, and its listing as the first, and still only, World Heritage Site in the Kimberley (this just feels wrong), both domestic and international awareness of Purnululu continued to grow. Murison said the appeal for her destination is most demonstrable when she attends the Australian Tourism Exchange. “International travel agents flock to the imagery of the Bungles domes,” she described. “They all know it. While our tourism products still typically attract a higher volume of domestic travellers compared to international travellers, in the last few years of COVID, we’ve seen a further increase in domestic visitation and interest”. Murison said international border closures had forced some Australians to explore their own backyard, further awakening local appetites to just what is possible down here. “Australian visitors were aware of the Bungle Bungles, but I suppose it was one of those things that ‘you’d get around to one day’”. Not anymore.

Fortunately, Indigenous Australians are greatly benefited by Purnululu National Park, and other World Heritage sites on country, with both domestic and international tourists hungry to learn about the world’s oldest living culture. Unfortunately, it is not always this simple when it comes to drawing as much

benefit as possible for all out of a World Heritage Site. One particular bid was the latest flash point between Japan and South Korea over the former country’s rule over the latter from 1910 to 1945. The Government of Japan recently nominated three gold and silver mines on Sado Island, in the eastern part of the Sea of Japan, for World Heritage designation, hoping to showcase them alongside other Japanese highlights such as Himeji Castle, Itsukushima Shrine, and the historic villages of Shirakawa-go and Gokayama. However, following Japan’s annexation of South Korea in 1910, about 1,500 of the latter country’s citizens were conscripted to work in the mines, alongside many more Japanese. When new Japanese Prime Minister Fumio Kishida announced in January the country would seek World Heritage designation for the sites, the Government of South Korea accused its former ruler of “ignoring the painful history of forced labour,” and called on the bid to be immediately suspended. Meanwhile, on Sado Island, banners and posters celebrate the World Heritage nomination, as local business, far removed from the site’s tragic history, anticipate an influx of visitors upon the showcasing of their own backyard to the world. Tourism would greatly benefit this region, where even before the pandemic, visitor numbers had been modest at best. Sado’s largest mine can see tourists wander through its tunnels, before heading back into town to sample the Island’s seafood, or partake in some of its more active adventures, such as kayaking and hiking. Most locals would be thrilled to see a similar boom to that witnessed by Omori, another Japanese mining



The unique beehive shaped domes of the Bungle Bungle Range contributed to earning a place on the UNESCO World Heritage List ©Tourism Australia.



The nomination of mines on Sado Island, Japan has not been a simple process.

region, which was World Heritage listed in 2008, and thereafter drew close to one million visitors the year it was registered. Before that happens though, South Korea is demanding proper recognition of the site’s past, prior to its inclusion on the lucrative World Heritage List.

A similar plan from Croatia to feature inventor Nikola Tesla on its coins has raised temperatures in its neighbour Serbia, which also has long fought for bragging rights regarding the long-dead engineer. Since the resurgence of Tesla’s mainstream popularity in the 1990s, anchored by the 1995 novel *The Prestige*, and the founding of an electric vehicle company in his name in 2003, these bragging rights have escalated from mere rodomontade to serious international clout – with which come tourism dollars. Tesla was ethnically Serbian but was born in modern-day Croatia (then

a part of the Austrian Empire), and ever since his initial rise to fame in the United States, tensions have simmered over his ethno-nationalistic legacy. Well before Croatia’s intent to mint currency in his honour, both countries have dubbed buildings, monuments, streets, holidays, events, and more, in Tesla’s name, in an effort to entice the inventor’s fans to their country. Flying into Serbia’s capital will see you land at Belgrade Nikola Tesla Airport, after which you can visit the World Heritage-listed Nikola Tesla Museum. However, if you cross the border into Croatia, you will find the Nikola Tesla Memorial Center, in his birthplace of Smiljan, and the Nikola Tesla Technical Museum, in the country’s capital Zagreb – where you can also find a Tesla statue. Last July, the Croatian public voted to emblazon Tesla on the country’s new Euro coins, which will slide a Croat Tesla into

the pockets of almost half a billion Europeans, further promoting the country’s claim to the man. National Bank of Serbia Governor Jorgovanka Tabakovic promised to take “appropriate steps” with the European Commission. Tabakovic said Croatia’s move would “constitute the appropriation of the cultural and scientific heritage of the Serbian people, because it is indisputable that this famous scientist declared himself, throughout his life, as a Serb by origin and ethnicity”. Serbia itself already mints a Tesla-adorned currency, with which visitors to the country can buy souvenirs decorated with the man’s face from the many stalls lining Belgrade’s streets, which sell t-shirts, mugs, refrigerator magnets, and other gifts. Would Croatia’s move to strike its own coins with Tesla threaten these takings? Potentially – and Serbia is not prepared to find out.

World Heritage scuffles are nothing new, and in some cases, it doesn't even take two countries to tango – just one. A recent World Heritage Submission from Italy is dividing the country, with the nation unable to agree upon the honours for its espresso coffee-brewing method. Seeking World Heritage status for espresso under the “Intangible Cultural Heritage of Humanity” banner, the Italian submission was objected to by Neapolitans in the country's south, who claim the method originated in their part of the nation, and therefore, the submission should recognise their region only, not the country in its entirety. To make matters worse, the more holistic Italian UNESCO bid came from the country's north, which bears comparatively little cultural similarity to Napoli, and draws a very different style of tourist, such as those arriving for ski holidays, or to marvel at the architecture of cities such as Venice and Milan. Not long before the coffee contention, a video promoted the southern region of Calabria (which neighbours Napoli) as an idyllic, picturesque tourist spot - in contrast to the north, which the campaign positioned as unsafe for travel due to pollution and COVID-19. The campaign drew backlash from politicians and tourism stakeholders in the north, who frequently spar with their southern compatriots, particularly Napoli. In addition to its tangible historic tourism assets such as Mt. Vesuvius and the Archaeological Areas of Pompeii, Herculaneum, & Torre Annunziata, Napoli does a roaring trade off the back of its billing as the “home of Italian food”, such as Neapolitan pizza, Neapolitan ice cream & spumoni, and of course, Neapolitan espresso. This does not go unnoticed by the north, with those

“  
...it generates more than AUD\$3 billion per year for Far North Queensland tourism, and an untold amount more for the rest of the state, and the country as a whole. The Reef's listing as “in danger” could put those takings squarely in the firing line...  
”

attempting to celebrate Italian coffee as a whole suggesting of the south, “they want to say that coffee comes from Naples, but such prevarication is unacceptable. It means appropriating something which isn't only theirs, it is ‘also’ theirs”. However, any UNESCO-related hit to the south's billing would be “an act of war by the north against the south”, according to one Italian scholar.

Italy's espresso market is worth an estimated €5 billion, according to *The Wall Street Journal*, but its cultural and tourism importance goes far beyond that, and hence, is bitterly fought for & defended. In fact, in similar areas which produce iconic foods – think Scotch whisky, Mexican tequila, and Parmesan cheese – tour operators, both local and

international, run fit-for-purpose regional holidays, so travellers can get a first-hand experience of the product at its source, whether it be Champagne's sparkling wine, Dijon's mustard, or Swiss cheese. These designations too are heavily protected, and as Collette's James Hewlett explains, they have been particularly sought after, especially in recent years, as tourists want to further immerse themselves culturally while travelling. “One of our newer tours features a Scotch whisky distillery on [Scotland's] West coast, and people are interested in those moments, as well as participation and experiencing, as opposed to just looking, which has been a thing for several years now,” he explained. “In terms of the guest experience, and really wanting to get closer and have a closer understanding, rather than just take pictures. People want to really sort of get up close and personal, and that's exactly how we've built up to improve it.”

As much as UNESCO giveth, such as in Purnululu's case, it can also taketh away. Liverpool's Maritime Mercantile City was last year stripped of its World Heritage site status, after multiple warnings from UNESCO. In 2012, the site was added to the Organization's List of World Heritage in Danger due to the £5.5 billion large-scale Liverpool Waters redevelopment. In 2017, UNESCO again warned Liverpool its status was at risk of being revoked in light of soccer team Everton FC's proposed £550 million stadium at Bramley-Moore Dock, which is incorporated into the Liverpool Waters project. English Heritage also declared the developments would render some of Liverpool's most significant historic buildings “severely compromised”, and the archaeological remains of parts

of the historic docks “at risk of destruction”. Regardless, the stadium was ratified, and as a result, UNESCO voted to revoke the site's World Heritage status. Public feelings were mixed, with Liverpool City Council saying the moratorium on construction within the site was impractical. However, Liverpool's tourism stakeholders, which trade heavily off the city's good cultural name, believe differently. Visit Liverpool now only lists the city's designation as a ‘UNESCO City of Music’ on its website. Gone are the mentions of Liverpool's former designation as a ‘European Capital of Culture’. Liverpool's Liberal Democrat leader Richard Kemp said it was a “day of shame” for the city, adding that it would “without a doubt, affect our tourism and inward investment”.

Similar fears may be in the

process of being realised at home, with the Great Barrier Reef long a target of concern from UNESCO and its List of World Heritage in Danger. The Organisation first took aim in 2017, when it published a draft decision expressing serious concern about the impact of a mass coral bleaching event at the Reef the year prior. The draft also warned Australia the country would not meet the targets of the Reef 2050 Plan without considerable work to improve water quality. Last year, UNESCO moved further, recommending the Reef be placed on the ‘in Danger’ List – the first time a site would have made the list chiefly because of impacts from climate change. Intensive lobbying from Australia delayed the “in danger” listing, with the Australian Government saying UNESCO should not be used

as a mechanism to encourage action on matters such as global warming. A decision on the matter will be considered again at a meeting later this year, when one of Queensland's greatest tourism assets could take its biggest hit ever. One of Australia's most popular destinations both domestically and internationally, the Reef not only carries the water for tourism economies in its immediate sphere, such as the Whitsunday Islands and the Cairns regions, but for other Queensland-based tourism gateways and stakeholders also, such as Brisbane Airport, Jetstar Airways, and more. In total, it generates more than AUD\$3 billion per year for Far North Queensland tourism, and an untold amount more for the rest of the state, and the country as a whole. The Reef's listing as “in danger” could put those takings squarely in the firing line, as travellers aim to incorporate sustainability into their plans more often.

With humanity's effect on the planet and natural tourism landmarks so nebulous, travellers may be convinced to stay away, were the Reef's reputation to take such a hard hit – a blow Australia's tourism industry could ill-afford at a time like this. However, this is just the game a destination plays when it puts forth one of its national treasures as a potential World Heritage Site. With an increase in exposure and in tourism revenue, comes an increase in scrutiny – from both outside the country and within it. Striking the balance between the good of the destination, the good of the rest of the nation, and the good of the world's heritage as a whole, is never easy, but that's the responsibility of harbouring one of the shining lights of humanity's shared history.

**Australia's Great Barrier Reef has long been a drawcard for tourism, with its UNESCO listing worn as a badge of honour. However the implications of moving to the “in danger” list could be far reaching. @Tourism & Events Queensland**



FREE AT LAST!



LAST month Australians finally received confirmation they would be able to cruise out of their own country again, with the Federal Government approving the lifting of the cruise ban for 17 April. The human biosecurity emergency period, which was preventing international cruise ships from sailing from Australia, is set to to an end in a few weeks – 25 months since it was implemented.

The news was first foreshadowed by Minister for Tourism Dan Tehan, who on 14 March said there would shortly be an official announcement of the end of the ban. Just two days later, he rubberstamped the move, in the first “great news for the cruise industry” in more than two years.

“The resumption of cruising is another key step forward in the tourism sector’s recovery from COVID-19,” Tehan said. “We look forward to welcoming cruise ships and passengers back to Australian waters.”

Additional risk mitigation measures will be in place once cruises restart, including enhanced pre-arrival reporting; ensuring vessels always arrive with permission to unload passengers; stress testing of emergency response systems; and engaging with the cruise industry on a safe resumption. Ships will also need to meet all state and territory public health requirements.

None of the newly announced stipulations seemed to give any pause to the cruise lines, with Carnival Corporation’s P&O Cruises Australia and Princess Cruises both announcing new domestic seasons. P&O launched a new program of sailings from Sydney, Brisbane, Adelaide, and Melbourne beginning May, while Princess’ Coral Princess will round-trip from Brisbane from June.

The Carnival brands were swiftly joined by many others, with Royal Caribbean International to make its long-awaited return to

Australia with two Quantum class ships sailing from Brisbane and Sydney from October. Ponant too announced its first expedition would take place out of Darwin from 28 April, after the NT become the first jurisdiction in the country to act upon Tehan’s announcement.

With cruise lines announcing new sailings left and right, the Australian Cruise Association acknowledged the work done by the states and territories. “After a two-year pause in cruising, we are looking forward to seeing cruise ships back in Australia signalling a return to economic growth for this important sector of the tourism industry,” said Chief Executive Officer Jill Abel. Cruise Lines International Association added its encouragement, with regional Managing Director Joel Katz confirming CLIA was set for more detailed discussions with the states regarding health protocols in the near future.



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10 nights

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## Hurtigruten “seas” zero in the distance

HURTIGRUTEN'S Norwegian Coastal Express is planning its first emission-free ship by 2030, as part of a project called 'Sea Zero'.

The company has partnered with leading research organisation SINTEF to create zero emission

ships for the Norwegian coast.

Hurtigruten is currently upgrading its existing fleet through what is one of the biggest modernisation programs in the industry, with a goal to see carbon dioxide emissions cut by 25%, and nitrogen oxide by 80%.

“We are excited to announce our most ambitious sustainability initiative to date: creating solutions for zero emission passenger ships, using the Norwegian coast as the ideal case,” said Hurtigruten Group Chief Executive Officer Daniel Skjeldam.

## NEW LOCAL SEASON, NEW LOCAL ISLAND

ROYAL Caribbean International will make its long-awaited return to Australia with two Quantum-class ships sailing from Brisbane and Sydney from October. The milestone is more than two years in the making, with both *Ovation of the Seas* and *Quantum of the Seas* to offer a range of adventures.

“We are delighted that cruising has been given the green light to resume in Australia, and we can't wait for even more guests to create lifetime memories spending their holidays beginning in 2022,” said local Managing Director Gavin Smith. “We've hosted over a million guests worldwide marking a successful cruise comeback, and now we can't wait to bring the magic back to Australia.”

The return of Australian cruises was not the only spot of good news from Royal Caribbean this month, with the line announcing its first South Pacific private island destination, Perfect Day at Lelepa, is back on track. Currently under development,

the deal to develop Lelepa was first struck in the lead-up to the 2019-20 local cruise season.

Once it opens, a number of Royal Caribbean itineraries out of Australia will include a beach day on Lelepa, which is a small island in Vanuatu. Located northwest of larger Efate, the private island resort will delight cruisers seeking “authentic adventures and genuine relaxation,” according to Royal Caribbean President & Chief Executive Michael Bayley.

Although Royal Caribbean hasn't announced a formal opening date for Lelepa, Senior Vice President Hotel Operations Mark Tamis added it will be “within a couple of years,” with the cruise line's recently released 2022/23 season not currently listing any calls at the destination. Tamis added Perfect Day at Lelepa will be different from Royal Caribbean's other private island destinations: “what's a perfect day for an Australian is not a perfect day for an American,” he explained.

PERFECT DAY AT  
**LELEPA**

Lelepa will be RCI first South Pacific private island destination. ©RCI

# IT'S TIME TO TREAT YOURSELF

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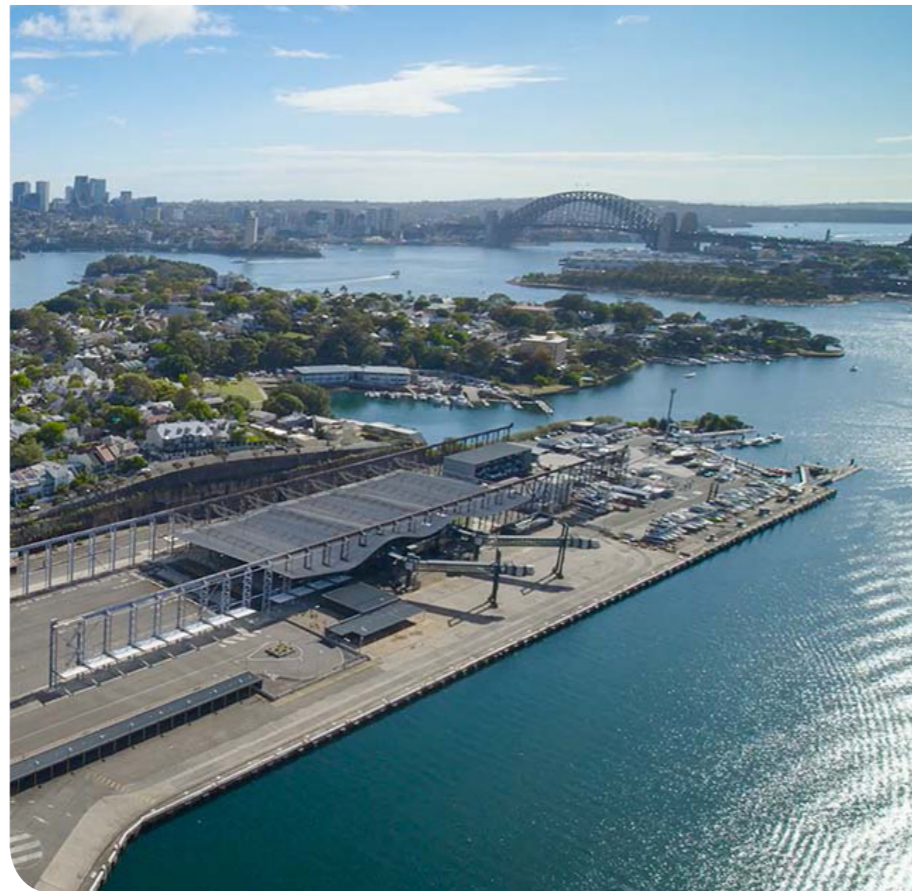
# SHORE POWER A SURE THING FOR WHITE BAY

WHITE Bay Cruise Terminal is set to be transformed into the world's first 100 per cent renewable shore powered shipping precinct.

New South Wales Minister for Transport David Elliott said at the announcement White Bay will be the first shore powered cruise berth in Australia.

Also present at the announcement was Port Authority of NSW Chief Executive Officer Philip Holliday, who said the net zero and shore power plan will remove up to 14,000 tonnes of carbon dioxide from entering the atmosphere over 12 months - the equivalent of taking over 4,000 cars the road every year. "This is a historic partnership, with the Port Authority of NSW investing over \$60 million to deliver this infrastructure as the first step, with Port users already pledging to retrofit and build ships to take advantage of this technology," Holliday said.

One of those users is Carnival Australia, which has signed a Letter of Intent for its ships to utilise the shore power. Representing seven cruise lines locally, Carnival's commitment is in line with its to sustainability pledge, which includes net carbon neutral ship



operations by 2050.

Carnival Australia President Marguerite Fitzgerald said a number of factors made shore power at White Bay an attractive solution, such as the company's P&O brand, one of the major users of the terminal, having a fleet comprised entirely of shorepower-ready ships. "Particularly significant is that the Port Authority is accessing 100 per cent certifiable renewable energy for its shore power capability," Fitzgerald said.

"Carnival Australia is part of a global organisation that has achieved ambitious

“...particularly significant is that the Port Authority is accessing 100 per cent certifiable renewable energy for its shore power capability”

Marguerite Fitzgerald, President, Carnival Australia

sustainability goals and continues to set strong targets. It has a proud record of embracing environmentally friendly technology including Advanced Air Quality Systems and pioneering the introduction of LNG-powered cruise ships," she added.

Plugging into shore power — 'cold ironing' as it is still known in international shipping — involves infrastructure that provides shoreside electrical power while a ship is berthed, eliminating the need for it to operate fuel-burning auxiliary engines.

## The Dream is over

DREAM Cruises ceased operations last month, after entering administration in January.

Potential remediation plans failed, as did a potential restructuring of Genting Hong Kong identified at the entering of administration, leaving Dream with no other options.

Following the appointment of a joint provisional liquidator, emergency financing was obtained to support the completion of an additional 16 scheduled cruises, after which Dream was wound up.

## Brazil & Canada are back

BRAZIL and Canada both committed to restarting their cruise industries early last month, further illuminating Australia's snail pace on the issue.

Restrictions on passenger shipping in Brazil were dropped from 5 March, with the country introducing a range of protocols, such as mandatory full vaccination for guests and crews, and a frequent testing regime including pre-embarkation and onboard testing.

Canada restarted its cruise industry a day later, beginning with calls in British Columbia.

## Princess' Discovery

Princess Cruises has debuted *Discovery Princess*, its newest MedallionClass ship, which is currently sailing her maiden voyage to the Mexican Riviera.

The 3,660 berth vessel is the 15th ship in the Princess fleet, and is the sixth and final Royal class newbuild, joining sister ships *Enchanted Princess*, *Sky Princess*, *Majestic Princess*, *Regal Princess* and *Royal Princess*.

Princess' President John Padgett welcomed the first guests on board at the Port of Los Angeles.



## CLIA VIEW

Joel Katz, Managing Director CLIA Australasia

### OUR BEST NEWS IN TWO YEARS

BREAKTHROUGHS at the Federal level have brought big wins for our industry over recent weeks, allowing us to move forward and focus on the task of restoring prosperity to Australia's travel economy.

Last month's confirmation that the Federal Government will lift its cruise ban on April 17 is the best news we've had in two years, and it has been swiftly followed by big announcements from cruise lines on the operations they plan in Australia from the middle of the year.

This news gives hope to more than 18,000 Australians who depend on cruise tourism, including travel agents, tour operators, food and produce providers, entertainers, port workers and many other industry suppliers.

CLIA and our cruise line members have been having detailed discussions with state governments about the next steps – in particular, the specific health protocols that will need to be finalised before cruise ships can return. These

discussions are making good progress and expect to secure finalised plans for cruising very soon.

Recent weeks also brought confirmation that the Australian Government will release an outstanding \$75.5 million as part of the COVID-19 Consumer Travel Support Program. This will provide a much-needed boost to many travel agents and other businesses left devastated by travel bans through the pandemic.

CLIA joined with other peak industry bodies to welcome this news, including AFTA, ATEC and CATO, who have all mounted intensive lobbying efforts to secure travel industry support.

Though they've been a long time coming, the successes we have seen in recent weeks have come about through incredible persistence from within our industry and the overwhelming support we've had from travel agents and the wider cruise community. We're grateful for your backing and look forward to sharing more prosperous times in the future.

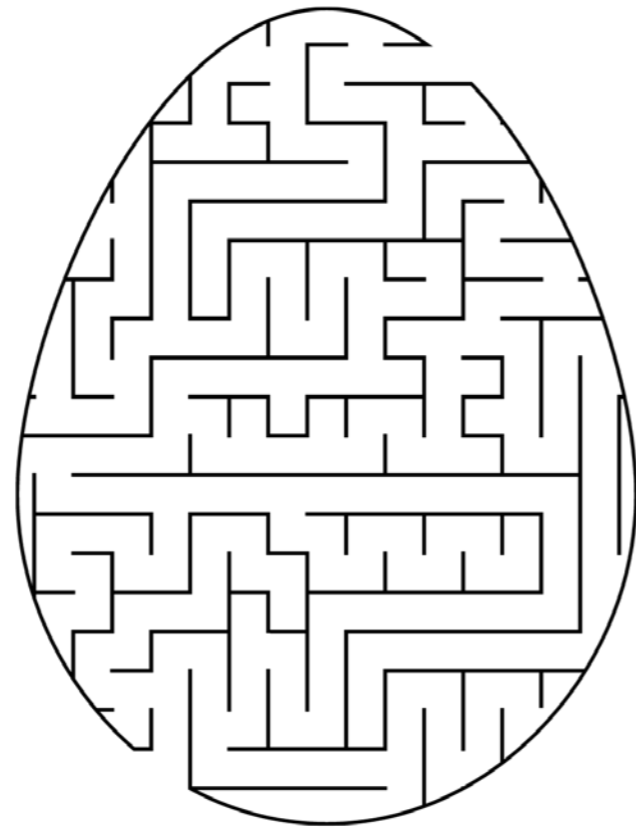


### HEADLINES MARCH 2022

- 04 Mar** Coral goes international
- 18 Mar** Qld confirms cruise restart 02 Jun
- 21 Mar** Ponant set to return within weeks
- 30 Mar** Fuel surcharges hit cruise

# EGG-CELLENT ENTERTAINMENT

TAKE a quick break and make your way through this Easter themed maze. See if you can find your way, with the start at the bottom left and the end at the top right of the maze. Go on, get cracking!



## The Fake News

### The pointy end of fun

with Adam Bishop

WHILE for most of us the end of the pandemic has brought with it great relief, for a strange minority it has left them with some rather sharp regret. At least that's the sentiment that drove the recent opening of Vax Land, a new entertainment theme park in Melbourne featuring all things vaccination and promising to "inject every visitor with at least 1,000 milligrams of rip-roaring fun".

Highlights of the park include the hypodermic needle train, a locomotive comprised entirely of used (but sterilized) needles which chugs and rattles its way across a collaged landscape of unvaccinated celebrities. While punters may not like the bland caveman food on offer at the first stop in Pete Evans world, they are assured of some overhead smashing frivolity on a replica Margaret Court Arena,

where tourists can ace Novak Djokovic with tennis balls shaped like oversized malaria tablets. Visitors can also challenge themselves to a climb on the Great Wall of Needles, a painful experience at first but a very rewarding one for those who manage to scale their way to the top without taking too much bark off the palms. You must be triple vaccinated to enter.



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